



THE RELATION BETWEEN SATISFACTION IN WORK, SATISFACTION IN FAMILY AND WORK LIFE BALANCE AMONG WOMEN ENTREPRENEURS IN TIRUCHIRAPPALLI

K. Suregka Felix¹ | Dr. A. John Peter²

¹ Research Scholar, St. Joseph's Institute of Management, St. Joseph's College, Tiruchirappalli, India.

² Dean, Associate Professor & Research Guide, St. Joseph's Institute of Management, St. Joseph's College, Tiruchirappalli, India.

ABSTRACT

In the competitive era of today, women have to battle hard to establish their individuality in the society, as well as in professional life. Work-life balance is the major problem in the life of working women. The study covers work-life balance of women entrepreneurs in tiruchirappalli. The researcher has examined the relation between satisfaction in work, satisfaction in family and work life balance among women entrepreneurs engaged in various activities.

KEYWORDS: Work life balance, satisfaction in work, satisfaction in family.

INTRODUCTION:

No matter how important work or career may be in modern societies, time devoted to personal life, leisure and family life is also a highly relevant indicator of work life balance. The question of work-life balance (WLB) is relevant not only for a woman with family responsibilities (caring for children, elderly or disabled adults), but also for any other individual. According to Clarke et al. (2004), the concept of WLB is generally associated with equilibrium or maintaining an overall sense of harmony in life. The recent explosion of interest in the work life interface has produced a number of concepts to explain the relation between these two dominant spheres of life: One term widely cited in the popular press is work life balance. Sometimes used as a noun (when, for example, one is encouraged to achieve balance), and other times as a verb (to balance work and family demands) or an adjective (as in a balanced life), work-family balance often implies cutting back on work to spend more time with the family. Moreover, it is thought to be in an individual's best interest to live a balanced life (Kofodimos, 1993).

REVIEW OF LITERATURE:

Satisfaction in family refers to a cognitive judgmental process. Shin and Johnson (1978) defines life satisfaction as "a global assessment of a person's quality of life according to his chosen criteria". Judgments of satisfaction are dependent upon a comparison of one's circumstances with what is thought to be an appropriate standard. It is important to point out that the judgment of how satisfied people are with their present state of affairs is based on a comparison with a standard which each individual sets for him or herself; it is not externally imposed. It is a hallmark of the subjective well-being area that it centers on the person's own judgments, not upon some criterion which is judged to be important by the researcher (Diener, 1984). Kornhauser 1965 defines Satisfaction in work: directly linked to an individual's happiness, and there is a positive relationship between job and life satisfaction. The most popular is the one by Loche from 1976, which describes job satisfaction as a pleasurable or positive emotional reaction to a person's job experiences. Work life balance is the degree to which an individual is able to simultaneously balance the temporal, emotional, and behavioral demands of both paid work and family responsibilities (Hill et al., 2001).

NEED OF THE STUDY:

A woman entrepreneur is defined as a woman who has started or inherited a business alone or with one or more partners and is willing to bear financial, administrative, and social risks and responsibilities, and involve herself in the day-to-day management affairs of the business (ILO. (2006). Three components of work-family balance were assessed time balance (equal time devoted to work and family), involvement balance (equal involvement in work and family), and satisfaction balance (equal satisfaction with work and family). It is essential to know the satisfaction of women entrepreneurs with regard to family and work. The purpose of this study was to investigate the relationship of satisfaction in work and satisfaction in family with work life balance.

SCOPE OF THE STUDY:

This study tries to identify the relationship between the satisfaction in work, satisfaction in family and work life balance among women entrepreneurs. The study covers the demographic profile, work experience, time spent in house hold and office chores, family satisfaction, work satisfaction of women entrepreneurs. The study is limited to the women entrepreneurs of tiruchirappalli

SIGNIFICANCE OF THE STUDY:

It is important to know whether there is any relationship among the satisfaction

of work and work life balance and satisfaction of family and work life balance of women entrepreneurs who engage themselves in their business activities round the clock. This articles aims at identifying the relationship between the satisfaction in work, satisfaction in family and work life balance which helps the women entrepreneurs to have a balance state

OBJECTIVE OF THE STUDY:

To identify the relationship between satisfaction in work, satisfaction in family and work life balance among women entrepreneurs in tiruchirappalli

HYPOTHESES:

Hypothesis may be defined as an assumption to be proved or disproved. It is a predictive statement which is capable of being scientifically tested by relating an independent variable to a dependent variable (Kothari, 2004). The researcher has framed the following hypothesis for the study in order to be tested.

H1 - There is a relation between work life balance with satisfaction in work

H2 - There is a relation between work life balance with satisfaction in family.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

The researcher has adopted descriptive research design for this study. Descriptive research describes the state of affairs as it exists and mainly includes surveys and fact findings (Kothari, 2004). It also tests and analyses the relationship between the variables (Raj, 2000). The relation between satisfaction in work, satisfaction in family and work-life balance among women entrepreneurs in tiruchirappalli

SAMPLE SIZE OF THE STUDY:

The target respondents of the study are the women entrepreneurs who are engaged in various types of business activities in tiruchirappalli. A sample of 50 respondents from 10 business activities like food products manufacturing, jewelry making, beauty parlor, garment manufacturing, jute products, computer and allied services, sanitary napkin, printing, catering services and paper cup manufacturing were taken for the study. These are the activities which are mainly undertaken by the women entrepreneurs and in each business 5 respondents were chosen for the study.

SAMPLING TECHNIQUE:

The researcher has adopted Probability sampling technique to determine the sample size. This technique is also known as 'Random sampling' or 'Chance sampling'. It ensures that every item of the universe has an equal chance of inclusion in the sample. The results obtained from this technique can be assured in terms of probability i.e., we can measure the errors of estimation. (Kothari, 2004).

SOURCES OF DATA COLLECTION:

The researcher has used both primary data and secondary data for the study. The primary data was collected from the target respondents namely the women entrepreneurs in tiruchirappalli. The secondary data for the study has been collected from research articles, books, websites, newspapers, magazines in order to enrich the conceptual framework of the study

TOOLS OF DATA COLLECTION:

Based on the literature reviews and discussion with the field experts and academicians the researcher came out with a well-structured questionnaire for collect-

ing data from the respondents. The questionnaire was measured using 5 point Likert scale the value assigned was strongly disagree= '1' to strongly agree = '5' in order to measure the work family conflict, work family enrichment and work life balance. Life-satisfaction is measured with the questions from the Satisfaction with Life Scale (SWLS) used in previous surveys by Pavot & Diener, 2008 and to measure the satisfaction of job Three items from Michigan Organizational Assessment Questionnaire by Cammann 1979 was used to assess global job satisfaction were used and to measure the work life balance items used by P. Brough et al were use.. The questionnaire consist of three sections. The first section of the questionnaire focuses on the demographic profile of the respondents. The second section of the questionnaire deals on the dimensions of work life balance and the third section deals with the dispositional characteristics.

RELIABILITY TEST:

The research tool namely the questionnaire was tested for its reliability and consistency. The instrument was tested through Cronbach alpha analysis and the results was obtained dimension wise. The validity of the questionnaire proves to be 98% good and valid.

DATA ANALYSIS AND INTERPRETATION:

DEMOGRAPHIC PROFILE: It aims to analyze the socio demographic profile of the women entrepreneurs in tiruchirappalli. The variables include the age, marital status, educational qualification, work experience, family type no of children and the age of the children of the respondent. It is analyzed using the percentage analysis, which is depicted below in the following table 1:

Table 1 : Demographic Profile Of The Respondents

Variables	Frequency (n=50)	Percentage (%)
Age		
21-30	15	30
31-40	18	36
41-50	12	24
51-60	5	10
Marital status		
Unmarried	5	10
Married	41	82
Divorced/Widows	4	8
Educational level		
Below 12th Std	23	46
UG	8	16
PG	19	38
Family type		
Nuclear Family	37	74
Joint Family	13	26
Having children		
Yes	45	90
No	5	10
No of children in the family		
0	5	10
1	11	22
2	24	48
3	9	18
4	1	2
Child age		
None	5	10
Below 10yrs	12	24
11-20yrs	27	54
21-30yrs	6	12
Years of Experience		
1-5yrs	21	42
6-10yrs	20	40
11-15yrs	6	12
More than 15yrs	3	6

Inferences: The above table shows that majority of the respondents 36 percent are in the age group of 31-40yrs. The married women entrepreneurs are large in numbers among the respondents which is 82 percent. 74 percent women entrepreneurs are in nuclear family and 90 percent women entrepreneurs have children and years of experience of 42 percent of women entrepreneurs is 1 to 5 years.

Table 2: Table showing the time spent in home chores and office chores during weekdays and weekends

Inferences: From the above table it is evident that 76 percent of the women entrepreneurs spend 5-8hours on average in office chores during working days, 60 percent of the women entrepreneurs spend 5-8hours on average in office during weekends, 74percent of the women entrepreneurs spend less than 5hours in home chores working days and 62percent of the women spend less than 5hours in

home chores during weekends.

Table 2: Time spent in home chores and office chores during weekdays and weekends

Variables	Frequency (n=50)	Percentage (%)
Time spent in office chores during working days		
Less than 5 hours	7	14
5-8hrs	38	76
More than 8hrs	5	10
Time spent in office chores in week ends		
Less than 5 hours	17	34
5-8hrs	30	60
More than 8hrs	3	6
Time spent on home chores in working days		
Less than 5 hours	37	74
5-8hrs	8	16
More than 8hrs	5	10
Time spent on home chores in week ends		
Less than 5 hours	31	62
5-8hrs	11	22
More than 8hrs	8	16

HYPOTHESIS TESTING:

Correlation: The researcher has used the correlation to measures the strength and the direction of a relationship between two variables. It also called as Pearson product moment correlation coefficient.

Table : 3 Correlation between Work Life Balance with satisfaction in work and satisfaction in family.

Variables	r values	Statistical inference
Satisfaction in work	0.387**	P<0.01, Significant
Satisfaction in family	0.360**	P<0.01, Significant

****-. Correlation is significant at 0.01level.**

H1 - There is a relation between Work Life Balance with satisfaction in work

Coefficient of correlation between work life balance and satisfaction in work, there is a positive correlation($r=0.387$) between work life balance and satisfaction in work, hence H1 is accepted where there is a significant relationship between work life balance and satisfaction in work.

H2 - There is a relation between Work Life Balance with satisfaction in family.

Coefficient of correlation between work life balance and satisfaction in family, there is a positive correlation ($r=0.360$) between work life balance and satisfaction in family, hence H2 is accepted where there is a significant relationship between work life balance and satisfaction in family.

MAJOR FINDINGS:

36 percent are in the age group of 31-40yrs. The married women entrepreneurs are large in numbers among the respondents which is 82 percent. 74 percent women entrepreneurs are in nuclear family and 90 percent women entrepreneurs have children and years of experience of 42 percent of women entrepreneurs is 1 to 5 years. Also we can understand that 76 percent of the women entrepreneurs spend 5-8hours on average in office chores during working days, 60 percent of the women entrepreneurs spend 5-8hours on average in office during weekends, 74percent of the women entrepreneurs spend less than 5hours in home chores working days and 62percent of the women spend less than 5hours in home chores during weekends and also there is a significant relationship between satisfaction in work, satisfaction in family and work life balance.

SUGGESTIONS:

Create harmony in one's life a mixture of work, family and friends. We know that there is no two minute maggi solution formula for balancing work and family. It is a personal decision how one combines spouse, children and career. It is found that balanced satisfaction favoring the family was associated with a high quality of life among those individuals who derived significant satisfaction from their combined roles. Future research is necessary to understand whether, when, and why satisfaction balance affects individual well-being.

CONCLUSION:

The goal of this study was to augment the knowledge of the relationship between work life balance and satisfaction of work and family among women entrepreneurs. This study revealed work life balance is significantly associated with sat-

isfaction in work and satisfaction in family. Developing positive attitude by looking in to bright side of every problem. Attitude is very important for creating hygienic environment. The concept of PIPO (positivity in-positivity out) is catalyst in developing positive attitude and creating the aura which would be helpful in getting work life balance with the satisfaction in work and family.

REFERENCE:

1. Clark, S. C. (2000). Work/family border theory: A new theory of work/family balance. *Human Relations*, 53, 747–770.
2. Diener, E., Suh, E. M., Lucas, R. E., & Smith, H. L. (1999). Subjective well-being: Three decades of progress. *Psychological Bulletin*, 125, 276–302.
3. Hill, E. J., Hawkins, A. J., Ferris, M., & Weitzman, M. (2001). Finding an extra day a week: The positive influence of perceived job flexibility on work and family life balance. *Family Relations*, 50, 49–58.
4. Kofodimos, J. R. (1993). *Balancing act*. San Francisco: Jossey-Bass.
5. Kothari, C.R.(2004), "Research Methodology Methods and Techniques."New age International publishers,Rajasthan
6. Raj,Hans (2000), "Theories and Practices in Social Research."Surjeet publications, New Delhi.